GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:1895
ANSWERED ON:05.12.2006
HANDLOOM MARK
Chitthan Shri N.S.V.

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government is increasing the coverage of weavers cooperative societies;

(b) if so, the initiatives taken especially in Tamil Nadu;

(c) whether the Government is launching the handloom mark;

(d) if so, the details worked out so far with the outlay especially for Tamil Nadu; and

(e) the steps being taken for promoting and popularising the mark?

Answer

MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI E.V.K.S. ELANGOVAN)

(a) & (b) : There are 2.64 lakh weavers enrolled in 1232 Co-operative societies in Tamil Nadu. The Department of Handlooms & Textiles, Government of Tamil Nadu is encouraging the Handloom weavers to form more number of Co-operative Societies enabling them to get regular employment and fair wages and to avail all the schemes intended for them. 91 applications have been received by the State Government of Tamil Nadu from the Handloom weavers to form new Co-operative Societies.

(c) : The Handloom Mark has already been launched by the Hon'ble Prime Minister on 28th June 2006.andlom Mark Handloom Mark

(d) A sum of Rs.4.00 crore has been allocated for implementation of Handloom Mark scheme during the year 2006-07. No State-wise allocation of outlay has been made.

(e) So far, three cycles of advertisements have been issued across the country in national dailies as well as regional/local newspapers in Hindi, English and vernacular languages, explaining the benefits of the scheme to intended beneficiaries, i.e. individual handloom weavers, Primary Handloom Co-op societies, Handloom Corporations, Master weavers, Apex Societies, retailers/traders and exporters.

In Tamilnadu, advertisements were published in Tamil language in two popular regional newspapers having wide circulation, namely, Dinathanthi and Dinamalar covering Chennai, Coimbatore, Thirunulveli, Nagercoil, Salem, Madurai, Tiruchirapally, Thanjavur, Vellore, Cuddalore, Erode and Dindigul editions.

Apart from the advertisements, workshops and training programmes and seminars have been conducted at State headquarters, at important handloom concentrated areas as also in important handloom clusters to sensitize and train the State officials and to sensitise the individual handloom weavers, Primary Handloom Co-op societies, Master weavers, Apex Societies, retailers/traders and exporters.